

Message Text

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10

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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P R 130820Z FEB 75
FM AMEMBASSY JAKARTA
TO USDOC PRIORITY
INFO SECSTATE WASHDC 6580
AMEMBASSY SINGAPORE
AMCONSUL SURABAYA
AMCONSUL MEDAN

UNCLAS JAKARTA 1885

DEPT PASS USIA/IOP
USDOC FOR BIC/OED/MEPD (PHILBRICK) & OIM
SINGAPORE FOR USRTC LEONARD

E.O. 11652: N/A
TAGS: BEXP, ID
SUBJ: SUGAR MILL CONSTRUCTION

REF: STATE031765

1. EMBASSY INFORMED BY BANK AMERICA THAT PHILBRICK PLANS HOLD PRESS CONFERENCE JAKARTA MARCH 2. IF THIS REPORT TRUE, EMBASSY RECOMMENDS AGAINST PRESS CONFERENCE. WE BELIEVE TO GIVE MEDIA PUBLICITY TO PROPOSAL PRESENTATION TO BKUPNP AND OTHER HIGH LEVEL JAKARTA MEETINGS. MOREOVER, EMBASSY PRESS ATTACHE ADVISES PRESS CONFERENCE POOR TECHNIQUE FOR PUBLICIZING SURABAYA EVENT. PREVIOUS EMBASSY EXPERIENCE INDICATES PRESS CONFERENCES USUALLY POORLY ATTENDED BY LOW LEVEL REPORTERS WITH LIMITED ENGLISH COMPREHENSION. UNLESS DETAILED HANDOUT MATERIAL PROVIDED AT PRESS CONFERENCE, RESULT OFTEN IS VERY LITTLE MATERIAL ACTUALLY APPEARING IN PRINT WITH HIGH DEGREE DISTORTION.

2. PRESS ATTACHE RECOMMENDS INSTEAD THAT CAMPAIGN OF ADVANCE PUBLICITY BE CONDUCTED. HIS OFFICE HAS
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CAPABILITY TRANSLATE AND PREPARE MATERIAL FOR PLACEMENT

IN MAJOR INDONESIAN PRESS. EMBASSY AND CONSULATE
SURABAYA CAN PLACE SUCH MATERIAL WITH HIGH RELIABILITY,
PARTICULARLY IF PHOTOS INCLUDED. HOWEVER, EMBASSY NOT
RPT NOT YET RECEIVED APPROPRIATE DESCRIPTIVE INFO RE PARTICIPATING
FIRMS. ASSUMING WEEK LEAD TIME FOR SUCH MATERIAL REACH
US, TIME GROWING VERY SHORT FOR PREPARATION AND PLACEMENT
SUCH MATERIAL BEFORE SHOW.

3. THEREFORE, REQUEST YOU TELEPHONE PARTICIPATING FIRMS
AND ASK THEM IMMEDIATELY SEND ANY PHOTOS, PRESS RELEASES,
BROCHURES, ANNUAL REPORTS OR OTHER PUBLICITY MATERIAL
THEY MAY ALREADY HAVE ON HAND RE THEIR INDIVIDUAL FIRM'S
CAPABILITY AND ACTIVITIES. SUCH MATERIAL SHOULD
EMPHASIZE SUCH FACTORS AS NATURE OF EQUIPMENT, WHAT USED
FOR, FIRM'S ROLE IN INDUSTRY, KEY SELLING POINTS, AND
POSSIBLE SUCCESS STORIES IN OTHER DEVELOPING COUNTRIES.
BIO INFO ON PERSONS PARTICIPATING IN TASK FORCE ALSO
EXTREMELY IMPORTANT FOR BOTH ADVANCE PUBLICITY AND AR-
RANGING HIGH LEVEL APPOINTMENTS. PLEASE INSTRUCT FIRMS
IMMEDIATELY MAIL MATERIAL VIA APO DIRECTLY TO:
MR. JERRY KYLE, PRESS ATTACHE, AMERICAN EMBASSY, APO SAN FRANCISCO
96356.

4. SEPTTEL FOLLOWS REQUESTIONS RAISED REFTTEL AND CUNNINGHAM/PHILBRICK
TELCON.
NEWSOM

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NNN

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Margaret P. Grafeld
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